

Downtown Specific Plan

December 4, 2008

Workshop Outline

- City Council Objectives
- Background/Process
- Vision
- Key Changes
- Open House

City Council Goals and Objectives

Goals

- Vision and Land Use
Establish the vision and create a land use plan for reuse of critical parcels so that the next phase of the community investment and improvement can begin.
- Tourism
Create an environment that promotes tourism to increase revenues to support community services and transform the City's economy.
- Update Existing Documents
Update and revise development standards, design guidelines, and Downtown Parking Master Plan

Objectives

- Objective 1
Create a healthy mix of land uses that are geared toward creating an urban village that serves as a destination to both residents and visitors.
- Objective 2
Implement development standards and design guidelines that encourage development of underused parcels with a mix of uses and unique architecture.
- Objective 3
Ensure that adequate parking is available and is integrated into the framework of pedestrian pathways within the downtown, taking into account Pacific City and the Strand.

Project Team

- City of Huntington Beach
- RRM Design Group – *Land Planning and Urban Design*
- Kimley-Horn & Associates, Inc.- *Parking and Traffic Analysis*
- The Natelson Dale Group, Inc. – *Economic and Market Analysis*
- Graphic Solutions – *Sign Program*
- Hodge & Associates – *Environmental Planning*

WORK PROGRAM/PROJECT SCHEDULE HUNTINGTON BEACH SPECIFIC PLAN August 1, 2008	2008												2009						
	COMPLETED	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY				
Inventory and Analysis																			
Task 2.2: Data Collection and Review																			
Task 1.1: Market Study																			
Task 2.1: Kickoff Meeting and Field Reconnaissance																			
Task 2.3: Base Map and Opportunities and Constraints Analysis																			
Task 2.4: Background, Existing Conditions, and Infrastructure Analysis																			
Task 5.1: Key Stakeholder Interviews - Oct 10																			
Task 2.5: Evaluate Development Capacity/Define Land Use Alternatives, Potential Development Standards, and Projected Build-out Assumptions																			
Task 2.6: City Staff Meeting No. 1																			
Task 5.3: Community Workshop No. 1 - Nov 14																			
Task 5.4: Workshop No. 1 Follow Up/Summary																			
Plan Preparation																			
Task 5.5: Develop Design Concepts																			
Task 6.1: Revised Design Guidelines																			
Task 9.1 Street Open to Vehicular Traffic Scenario																			
Task 9.2 Street Closure Scenario																			
Task 10.1: Pedestrian/Paseo Development Standards																			
Task 11.1: Prepare Signage Program																			
Task 12.1: Outdoor Dining and Dining Development Standards																			
Task 13.1: Alley and Buffering Standards																			
Task 14.1: Implementation Plan																			
Task VA-1: Vision Poster																			
Task 7.1: First Screen Check Draft Specific Plan																			
Task 5.6: Public Workshop No. 2																			
Task 5.7: Workshop No. 2 Follow Up/Summary																			
Task VA-2: Public Workshop No. 3																			
Task VA-3: Workshop No. 3 Follow Up/Summary																			
Task X5: Public Workshop No. 4																			
Task X6: Public Workshop No. 4 Follow Up/Summary																			
Task 7.2: City Staff Meeting No. 2																			
Task 7.3: Second Screen Check Draft Specific Plan																			
Task 7.4: Hearing Draft Specific Plan																			
Task 2.7: Zoning Text Amendment, General Plan Amendment, Local Coastal Plan Amendment																			
Task 7.5: Final Specific Plan																			
EIR																			
Traffic Study																			
CEQA Project Description																			
Task 4.1 Screen Check: Notice of Preparation (NOP)																			
Task 4.2 NOP Distribution/Public Review																			
Task 4.3 Prep of Air Quality & Noise Studies																			
Task 4.4 First Screen Check Draft Program EIR (PEIR)																			
Task 4.5 Second Screen Check Draft PEIR																			
Task 4.6 Draft PEIR Distribution 45-Day Review																			
Task 4.7 Screen Check Response to Comments Doc (RTC)																			
Task 4.8 Final RTC Doc																			
Task 4.9 Notice of Determination (NOD) Filing																			
Hearings																			
Task 2.8: Public Meetings/Hearings																			
Coordination																			
Task 15.1: Project Management																			
Task 6.1: Coordination with Traffic Consultant																			
Task 3.1: Meetings with Coastal Commission																			
Additional Services																			
Task X1: Event Marketing Study and Action Plan																			
Task X2: Policy Guidelines and Special Events Fee Structure																			

LEGEND

Meeting

Consultant Production

City Review

rrmdesigngroup

creating environments people enjoy™

Community Outreach

- 4 Community Workshops
- Key Stakeholder Meetings
- Focus Groups
- City Website
- Local News Articles
- Coastal Commission Coordination
- Technical Studies
- Event Marketing Study

Process to Date

- Existing Conditions/Opportunity and Constraints Analysis August 2007 – ongoing
- Market Analysis May-July 2008
- Key Stakeholder Interviews – October 2007
- Public Workshop #1 - November 27, 2007
 - Gathering input on design character, downtown appearance, parking, land use, and pedestrian atmosphere
- Public Workshop #2 - February 20, 2008
 - Presenting land use, circulation, and streetscape improvement strategies
- Public Workshop #3 - April 23, 2008
 - Discussing parking issues and presenting parking strategies

Process to Date

- Preparation of Draft Specific Plan
 - June-August 2008
 - Internal Screen Check - August/Sept 2008
 - Second Screen Check – October/November 2008
- EIR Notice of Preparation – November 6, 2008
 - Scoping Meeting – November 19, 2008
- Public Workshop #4 - December 4, 2008
 - Review of proposed changes to current Master Plan, Vision, Streetscape, Design Guidelines, Cultural Arts District, Parking Strategies
- Planning Commission and City Council Study Session – December 15, 2008

Next Steps

- EIR
 - Scope of Study Comments Due – Dec. 5, 2008
 - Public Hearings – Spring 2009
- Planning Commission – Spring 2009
- City Council – Summer 2009
- Coastal Commission Submittal – Summer 2009

What's New

- Consolidated districts
- Vision
- Cultural arts
- Streetscape
- Guidelines
- Parking strategies
- Sustainability

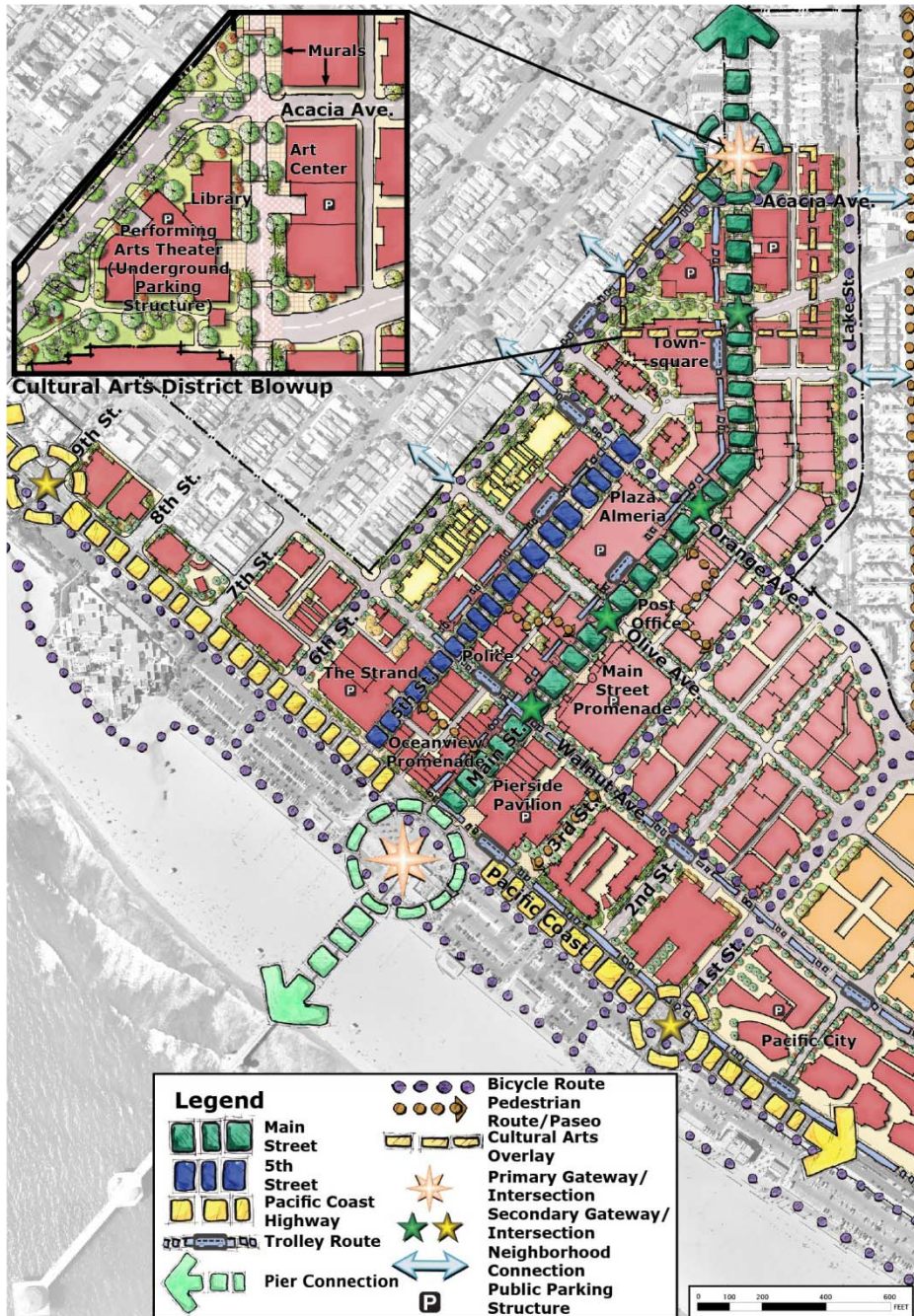
Community Outreach

- Key Stakeholder Meetings: 30
- Technical Studies: 6
- Community Workshops: 4
- Community Input: Priceless



Vision

- A mix of land uses-visitor serving, retail, restaurant, office and residential
- Connect and protect established residential neighborhoods
- Preserved view corridors to the ocean
- Architectural diversity
- New and vibrant streetscapes
- Sustainable development practices
- Public parking solutions
- Public directional signs
- California Coastal Commission and public involvement
- Focal point at each end of Main Street
- Bicycle and transit opportunities
- Strong pedestrian connectivity



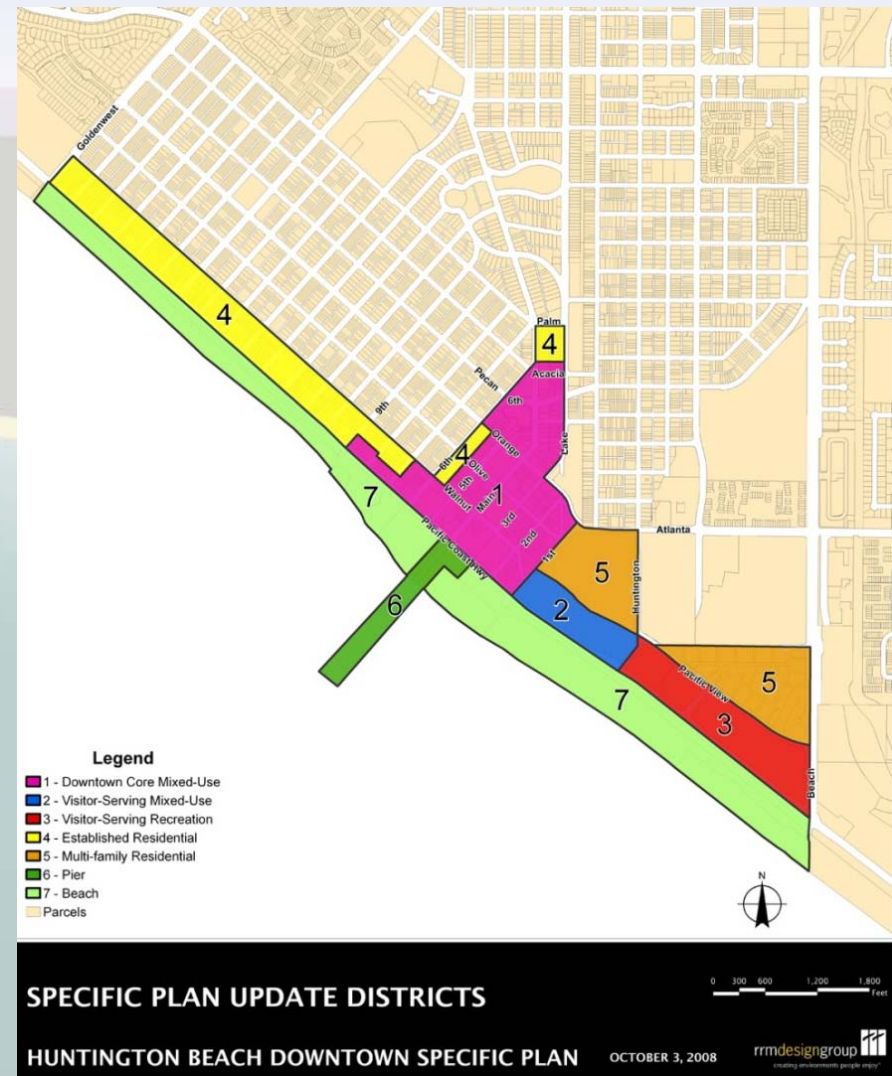
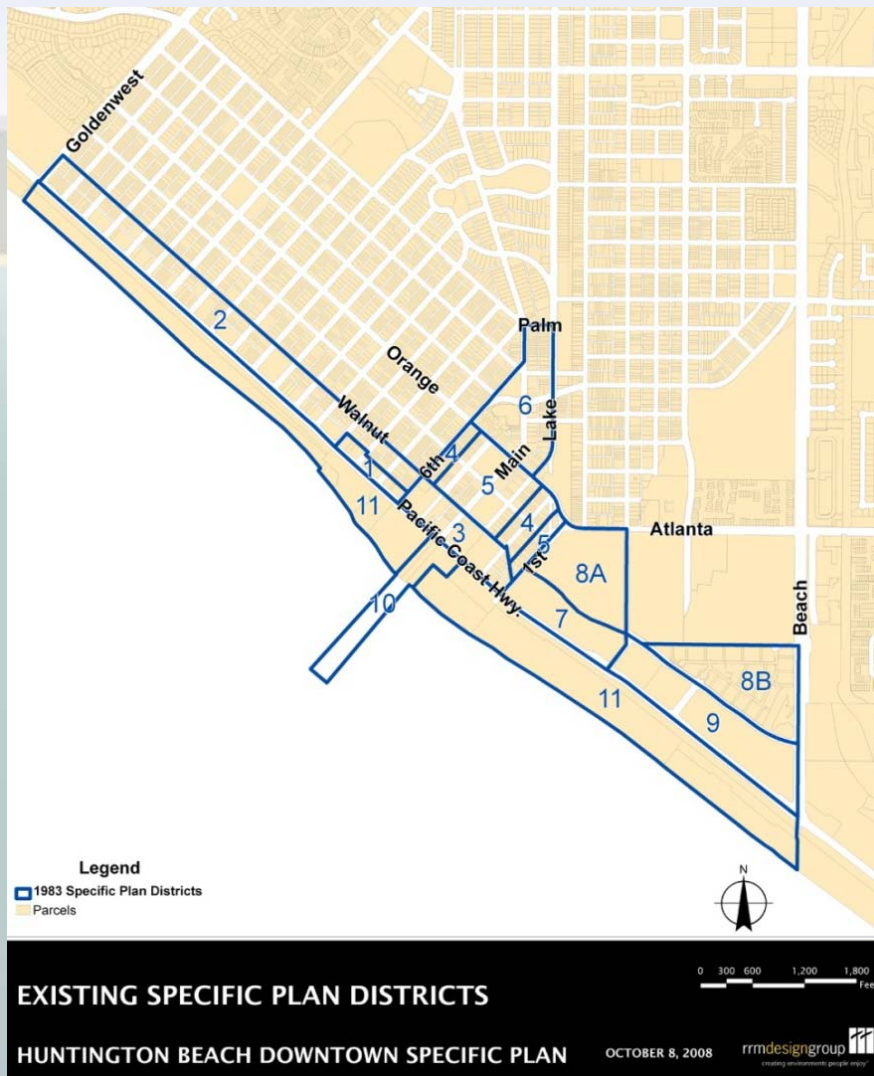
Sustainability

- Sustainable design concepts incorporated
- Sustainable design guidelines identified
- Green street recommendations
- Green building design and operations
- Water conservation strategies
- Water filtration and treatment opportunities
- Protection of existing wetlands
- Night sky criteria

Document Organization

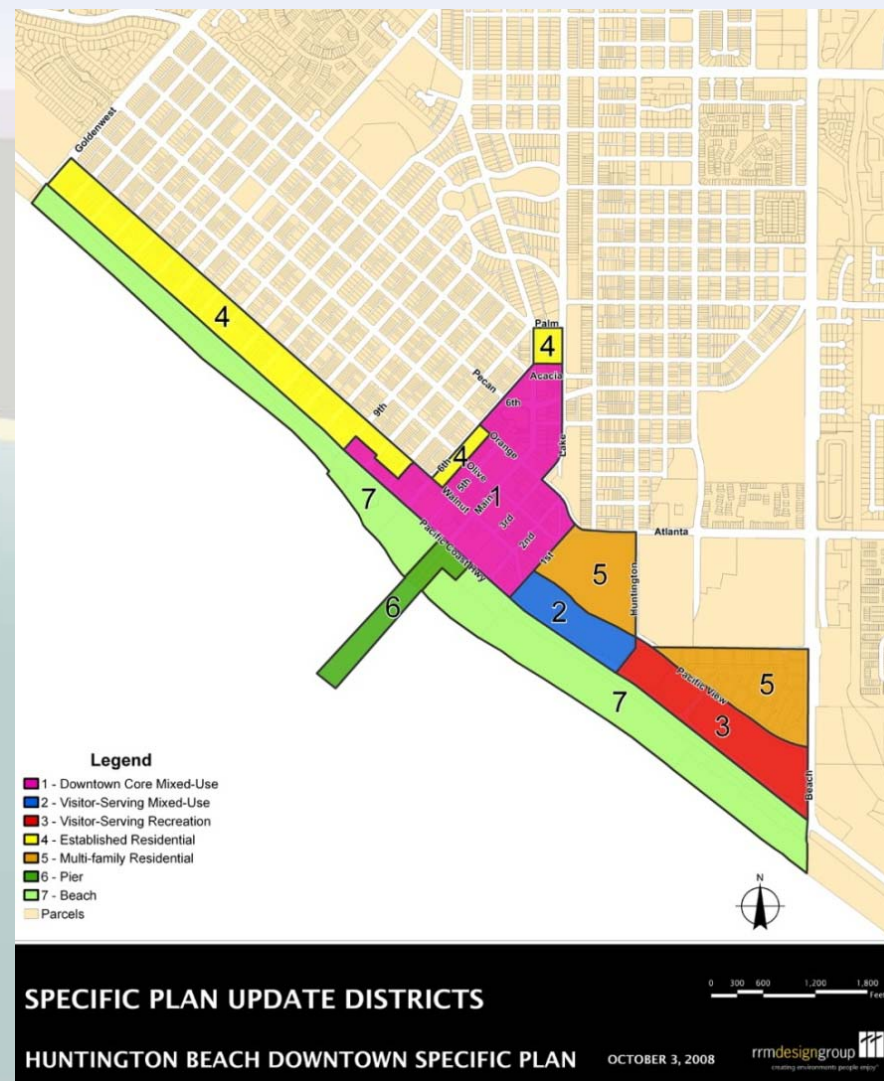
- Ch. 1 – Introduction
- Ch. 2 – Administration
- Ch. 3 – Land Uses & Development Standards
- Ch. 4 – Design Guidelines
- Ch. 5 – Circulation & Parking
- Ch. 6 – Streetscape & Public Amenities
- Ch. 7 – Public Services & Facilities
- Ch. 8 – Implementation and Public Benefits

District Changes



District Changes

- Changes to District 1 and District 4 only
- No changes to Districts 2, 3, 5, 6, & 7



Maximum Net New Development Potential

- Expected new development in addition to existing and currently approved development
- Developed through analysis of typical development prototypes containing a mix of retail, restaurant, office, and residential uses
- Calculated by:
 - Market demand
 - Physical assessment
 - Community input/character

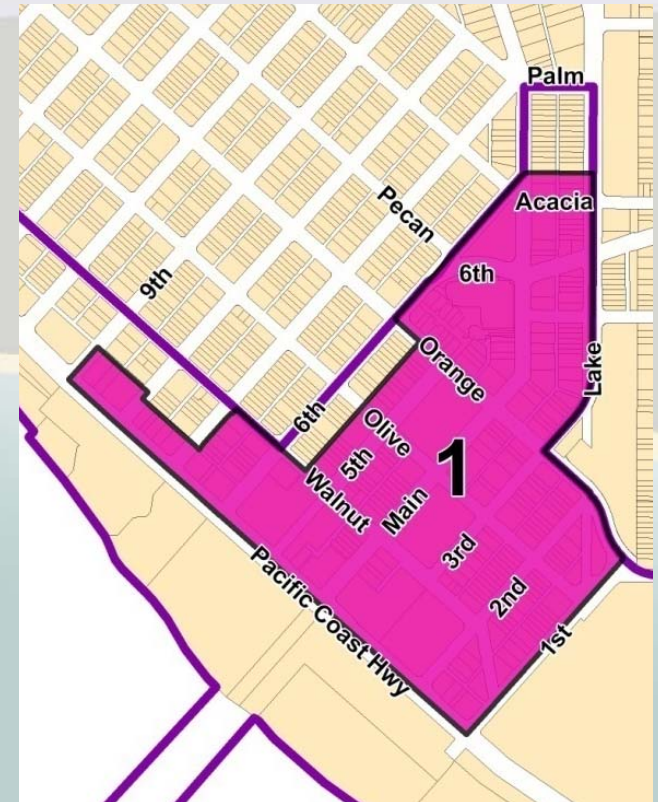
Land Use	Maximum Development
Retail	213,467 sq.ft.
Restaurant	92,332 sq.ft.
Office	92,784 sq.ft.
Cultural Facilities	20,000 sq.ft.
Residential	648 units
Hotel	235 rooms

District 1 - Uses

- Allowed Anywhere

- Artists' studios
- Banks
- Carts and kiosks
- Commercial parking lots
- Cultural institutions
- Eating and drinking establishments
- Food and beverage sales
- Health and sports clubs
- Hotels, motels, and bed and breakfasts
- Live/work units
- Personal enrichment services
- Personal services

- Public facilities
- Religious assembly
- Retail sales
- Service stations
- Theaters
- Travel services
- Not allowed on ground floor street frontage:
 - Residential uses (except on 1st, 2nd, and Lake)
 - Commercial parking structures
 - Home occupations
 - Offices, business and professional



District 1 – Key Standards

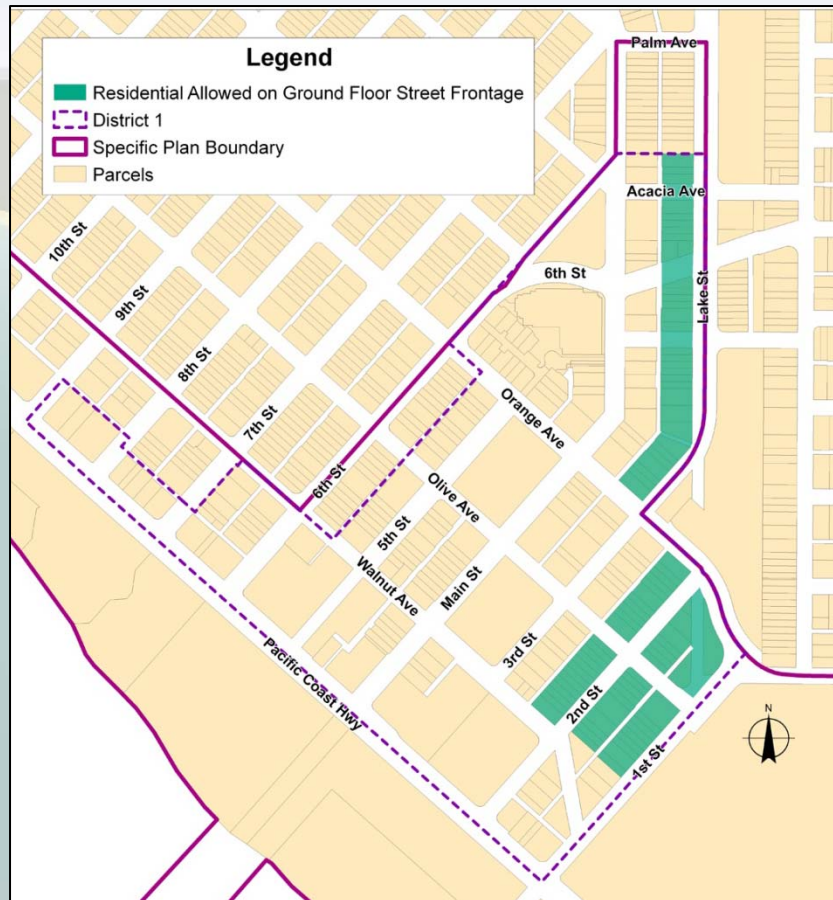
- Building Height

- Minimum building height: 25'

Condition	Max Height
≤ 50' street frontage	35' & 3 stories
> 50' street frontage & < Full block	45' & 4 stories
Full block	55' & 5 stories
Residential only	35' & 3 stories

- No FAR
- Density
 - 60 du/ac
- Reduced setbacks
 - 5' maximum for commercial/mixed-use
 - 10' minimum for residential only
- Required paseos, public open space, public art, storefront development standards

Downtown Residential Streets



- Residential allowed on ground floor street frontage on 1st, 2nd, and Lake
- Residential buffer standards
 - Reduced heights adjacent to residential uses
 - Lighting, odors, noise, directed away from residential

Cultural Arts Overlay



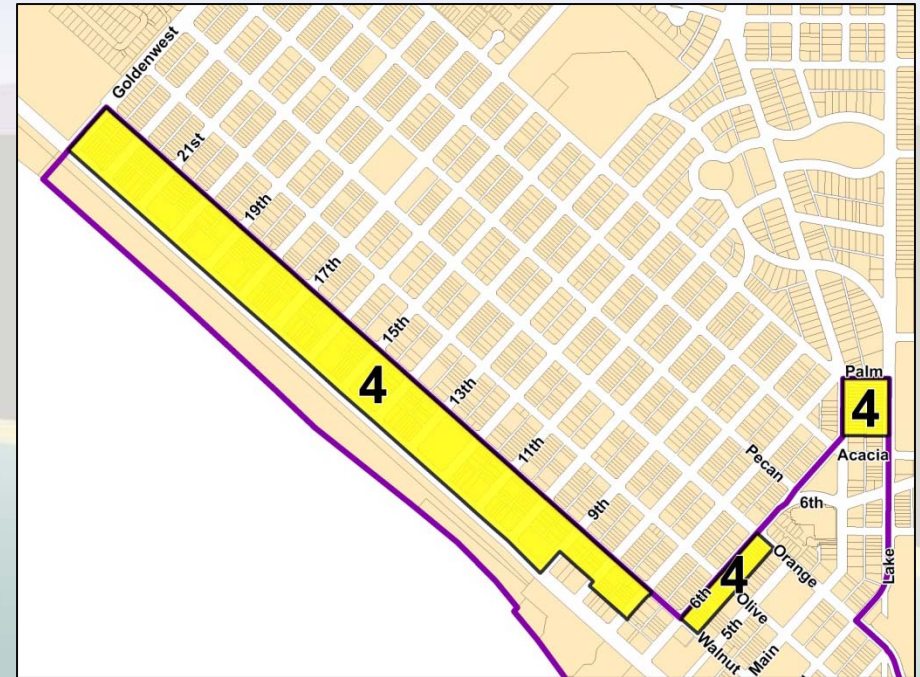
- To promote continued enhancement of the cultural arts
- Provide a focus point at the north end of Main Street
- Building on existing cultural facilities within the downtown
- Vacate portion of 6th Street to create larger space for arts facility
- No net loss of green space
- All parking underground



District 4 – Key Standards

- Uses
 - Single family residential
 - Multi-family residential
- Building Height
 - 35' and 3 stories
- Density

Street Frontage	Lot Area	Max Densit
≤ 25'	2,500 sf	1 du
> 25' & ≤ 50'	> 2,500' sf & ≤5,000 sf	4 du
> 50'	> 5,000'	30 du/ac



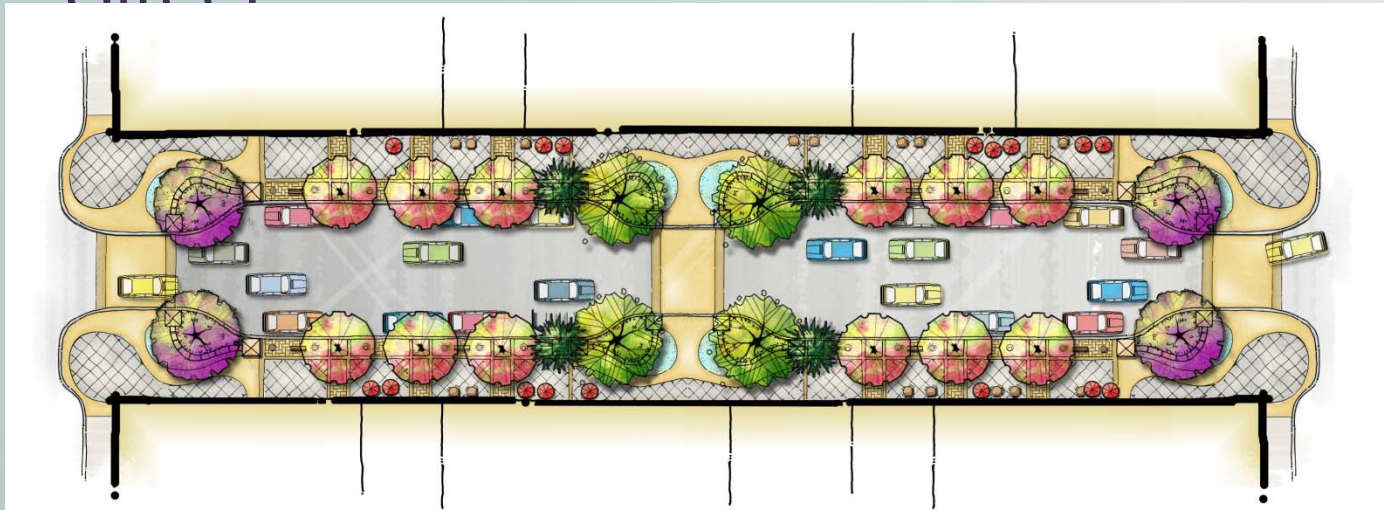
- Front Setback
 - Fronting PCH = Min 25'
 - All other streets = Min 15'

Design Guidelines

- Removed from Huntington Beach Design Guidelines and incorporated into Specific Plan
- No longer a strict adherence to Mediterranean architecture
- Addresses site planning, landscaping, building design, utilities, mixed-use, parking structures
- Incorporates sustainable/green guidelines

Streetscape Improvements

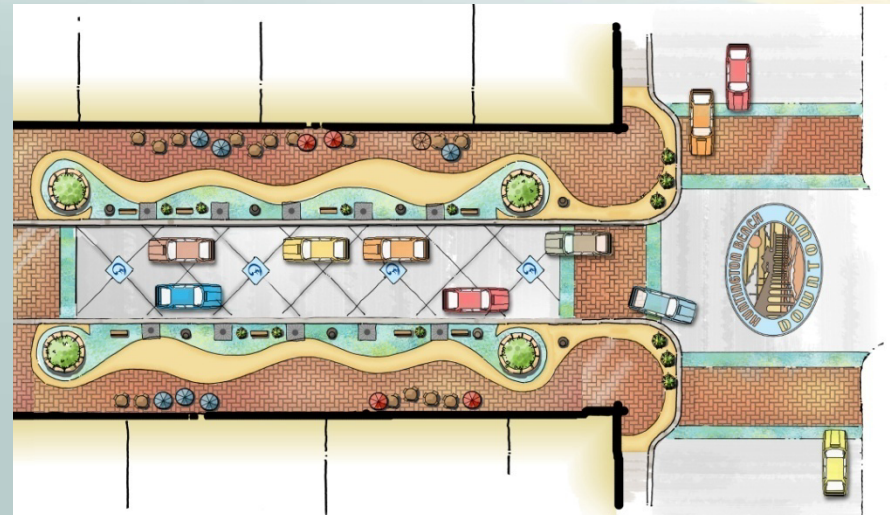
- Recommendations for enhancing the public streetscapes of all streets
- New furnishings, paving, street trees
- Most intense designs on Main Street and 5th Street



5th Street

Main Street Improvements

- Create a plaza-like atmosphere on Main Street
- Multi-event venue
- Allows for temporary closures and continued through traffic
- Expanded sidewalk for outdoor dining, seating, and bicycle parking
- New street trees, paving, decorative furniture, and pedestrian lights



Parking Strategies to Accommodate Net New Development

- Continue ULI parking ratios and expand the applicable area to all of District 1
- All residential/hotel/motel/bed and breakfast parking required on-site
- All commercial development in District 1 eligible for in-lieu fee program, subject to CUP approval
- Allow in-lieu fee payment prior to or concurrent with available additional public parking and at a fee determined by city council
- Allow shared parking for compatible uses, subject to CUP approval
- Tandem parking allowed for selected commercial (CUP) and residential conditions
- Provide additional public lots and/or conventional/automated structures
- Replace existing parking lost due to new development and streetscape improvements
- Incentivize public/private partnerships to provide additional public parking (i.e. Plaza Almeria)
- Allow and incentivize private parking structures (conventional/automated)
- Add parking deck level to beach parking, not to exceed height of PCH

Open House

- 6 Stations
 - Vision
 - District Changes
 - Parking
 - Circulation
 - Streetscape Improvements
 - Implementation

Pierside Colony – approximately 63 du/ac

